

Use the following website to complete this worksheet:

<http://computer.howstuffworks.com/google.htm>

## How Does Google Work?

1. Google was developed by which two people?
2. At first, the students' goal was to make an efficient \_\_\_\_\_ that gave users relevant links in response to search requests.
3. SERPs stands for:
4. Google has revealed that it has plans for a mobile device software platform called \_\_\_\_\_.
5. Like all search engines, Google uses a special trademarked \_\_\_\_\_ to generate search results.
6. Google also uses automated programs called \_\_\_\_\_, just like most search engines. In addition, like other search engines, Google has a large index of \_\_\_\_\_ and where those words can be found.
7. What are the three factors that determines PageRank?
8. How can having too many outgoing links on your web page cause it to have a lower page rank?
9. Identify eight different things you can specifically search for on Google.
10. Explain Google on the Go:

11. Identify and explain five different tools offered by Google.

12. Explain the following:

Google Checkout:

Google AdWords:

Google AdSense:

13. AdWords and AdSense \_\_\_\_\_ advertising to users.

14. Google uses thousands of servers to provide services to its users. Google's strategy is to use relatively inexpensive machines running on a customized operating system based on \_\_\_\_\_. A program called \_\_\_\_\_ manages the data on Google's servers

15. Working at Google is considered a “plum” job. Identify five different perks Google employees receive.

16. In an effort to be “green”, what initiative has Google set?